

September 2024

Planning & Community Involvement Statement

9 Rowland Way, Earley, Reading, Wokingham RG6 5TE

Use of outbuilding as Beauty Salon under use class Sui Generis.

1.1 Design/Description of Development:

Planning permission is sought for the change of use of an existing outbuilding within the property's rear garden, to be used as a beauty salon under use class Sui Generis. The outbuilding was built to comply with permitted development parameters and has brick walls with a flat felt roof.



Existing outbuilding

1.2 Context:

The applicant wishes to operate the business from her home, as the 'work from home' approach is cheaper than renting premises in town. The outbuilding is the only solution that makes the business viable.

The beauty salon business operates by appointment only and 1 person/client at a time. It serves a maximum number 3 to 4 local clients per day. There is ample parking on the existing driveway.

1.3 National and Local Policies:

The proposed works will not fail or bypass any of the National and Local Policies.

National Planning Policy Framework 2023

The proposal will positively contribute to all three development objectives outlined in the National Planning Policy Framework. From a Social perspective: the proposal will provide a much needed beauty salon space for the applicant's venture and clients. This will ensure that the applicant can maximise the use of the site, providing longevity to its design. From an Environmental perspective: the proposal will not have a negative impact upon nearby occupiers or erode the landscape character or impact on any protected species or soft landscaping.

Economically, the applicant will be able to provide a professional service from her home, thereby contributing to the local economy.

Section 12 of the NPFF relates to achieving Well-Designed Places. The proposal has been designed to be inkeeping with its surrounding using materials to match the existing property and does not erode the visual amenity of the site or wider streetscape.

1.4 Visual Impact and Character

The proposal is standard brick facing construction with a flat roof and achieves a high quality of design appropriate to the garden setting. The outbuilding does not overdevelop the site and still allows ample garden space to remain.

The proposal is subservient and subordinate to the main house and will barely be visible from the street as it is screened by a 1.8m close boarded fence and trees.

The operations of the business do not detrimentally impact neighbouring amenity.

The running of the business:

- The beauty salon business will operate by appointment only.
- The applicant will be the only staff member.
- There will only be one client at a time.
- There will be minimal noise and no loud equipment used.

1.5 Highway matters

There is ample off- street parking on the site's driveway to accommodate 3 cars. Clients are also specifically asked to park on the site's drive or on the road if needed and are made aware not to park on pavements or to obstruct neighbour's driveways.

1.6 Conclusion

The proposal is in line with local and national planning policy and guidance. The proposal presents appropriate development and proposed use that will not lead to any adverse impact to the surrounding area.

The proposal will deliver significant social and economic benefits to this area while not resulting in any detrimental harm to the surrounding neighbourhood.